

# APPENDIX A: Stirling SWOT Analysis

## Strengths

- Freedom tour
- Love small town, 25 mph
- Can walk from center to center
- Safe small town keep it that way
- Safe, small town
- Small town atmosphere  
everyone knows each other
- Stirling Lake! A gem
- Good schools
- Family oriented town
- Small town
- Everybody knows each other
- Community!
- Block parties
- Laid back/calm

## Weaknesses

- Fewer amenities
- Have to travel to things
- Municipal response to resident questions/suggestions
- Add bike path from Delaware Ave. to Morristown Rd.
- Taxes
- None, fine as is

# APPENDIX A: Stirling SWOT Analysis

## Opportunities

- Recreation trails along river
- Filling vacant stores
- Fill existing empty vacant buildings
- Division Ave walk/bike
- Improve some of the ugly buildings on Main
- Taxes

## Threats

- Refusing to deal with basic infrastructure instead focusing on parks and playing fields
- Train line that runs less and less
- Development and property values and neighborhood character
- Transparency (lack of it)
- Contemporary buildings/mcmansions/cookie cutter development
- Traffic
- Afraid of environmental contamination
- Too much development must be reasonable
- Too much growth already
- Cycle of school class size
- Growth attract crime?
- Keep it the way it is. Main Ave is fine, fix Valley Road

## **APPENDIX A:** Stirling engagement board

**Are there any specific public space improvements or amenities you would like to see in Stirling?**

- More sidewalks
- Dog park
- More little shops
- Outdoor dining (like Morristown)

# APPENDIX A: Visual preference survey



Yes: 1

No: 1



Yes: 2

No: 2

# APPENDIX A: Visual preference survey



Yes: 2  
No: 3



Yes: 0  
No: 4



# APPENDIX A: Visual preference survey



Yes: 3

No: 4



Yes: 7

No: 1

# APPENDIX A: Visual preference survey



Yes: 5

No: 1



Yes: 1

No: 4



# APPENDIX A: Visual preference survey



Yes: 1

No: 6



Yes: 6

No: 2



# APPENDIX A: Visual preference survey



Yes: 1

No: 2



Yes: 3

No: 3

# APPENDIX A: Visual preference survey



**Yes: 1**

**No: 3**



**Yes: 5**

**No: 1**



# APPENDIX A: Visual preference survey



Yes: 2

No: 3



Yes: 2

No: 1

# APPENDIX A: Visual preference survey



Yes: 4

No: 5



Yes: 0

No: 10



# APPENDIX A: Visual preference survey



Yes: 0

No: 10



Yes: 1

No: 7

# APPENDIX A: Visual preference survey



**Yes: 3**

**No: 4**



**Yes: 1**

**No: 6**



# APPENDIX A: Visual preference survey



**Yes: 1**

**No: 9**



**Yes: 0**

**No: 11**

# APPENDIX A: Visual preference survey



Yes: 1

No: 7



Yes: 3

No: 7



# APPENDIX A: Visual preference survey



**Yes: 1**

**No: 7**



**Yes: 3**

**No: 7**

# APPENDIX A: Visual preference survey



**Yes: 0**

**No: 7**



**Yes: 0**

**No: 12**

# APPENDIX A: Visual preference survey



Yes: 0

No: 8



Yes: 2

No: 9



# APPENDIX A: Visual preference survey



Yes: 4

No: 2



Yes: 1

No: 7



# APPENDIX A: Visual preference survey



Yes: 0

No: 7



Yes: 0

No: 9

# APPENDIX A: Visual preference survey



**Yes: 3**

**No: 5**



**Yes: 1**

**No: 9**



# APPENDIX A: Visual preference survey



**Yes: 0**

**No: 7**



**Yes: 5**

**No: 6**

# **APPENDIX A: Stirling Written/On-line Survey Results**

**Total Survey responses: 157**

**Who responded to survey:**

- **Business owners in Stirling/Long Hill: 3.05%**
- **Stirling residents: 42.75%**
- **Stirling property owners (not resident): 0%**
- **Long Hill residents (not Stirling): 48.85%**
- **Other: 5.34%**



# APPENDIX A: Stirling Written/On-line Survey Results

## What best describes who you represent?

	Response
Business Owner in Stirling/Long Hill	3%
Stirling Resident	43%
Stirling Property Owner (not resident)	0%
Long Hill Resident	49%
Other	6%
“Other” specified: Property owner and resident; a Constitutionalist; Realtor and former long-time resident	

# APPENDIX A: Stirling Written/On-line Survey Results

## When you come to Main Avenue in Stirling, what's your main reason?

	Response
Live in Stirling	30%
Work in Stirling	5%
Shop in Stirling	8%
Eat in Stirling	42%
Professional Service	1%
Commute to train station	3%
Other	12%
<p>"Other" specified: Eat and for school; church facilities; Central Middle School; Drive through, don't stop; Drive home; To drive in + out of town, to get to Valley Street or to come home to my neighborhood; Drive child to school; Cutting through; Shop, eat, live; Biagio's or passing through go to hotel; pass through</p>	

# APPENDIX A: Stirling Written/On-line Survey Results

## How do you get to Main Avenue Stirling?

	Response
Walk	16%
Bike	1%
Car	78%
Other	5%
“Other” specified: Driving represents freedom. Stop the community alternatives.	



# APPENDIX A: Stirling Written/On-line Survey Results

**In the past 10 years, Main Avenue in Stirling has:**

	Response
Become more of a place I want to visit	30%
Become less of a place I want to visit	25%
Has remained the same	36%
Don't know or no opinion	9%

# APPENDIX A: Stirling Written/On-line Survey Results

**Do you think Stirling needs redevelopment?**

	Response
Yes	82%
No	14%
Don't know/no opinion	4%

## **APPENDIX A: Stirling Written/On-line Survey Results**

**The township should encourage redevelopment with a mix of retail, residential and offices in Stirling in order to increase the tax base and create a more traditional “downtown” environment.**

	Response
Strongly Agree	52%
Agree	23%
Neutral	11%
Disagree	6%
Strongly Disagree	8%



# APPENDIX A: Stirling Written/On-line Survey Results

**In order to maintain quality public services in Long Hill, the township should:**

	Response
Encourage new development to help stabilize property taxes	83%
Discourage development in areas like Stirling and rely on increased property taxes	5%
Don't know/no opinion	12%

## APPENDIX A: Stirling Written/On-line Survey Results

**If there were more housing options near the train station and Main Avenue, would you consider living near Main Avenue now or in the future?**

	Response
Yes	26%
No	59%
Not sure	15%

# APPENDIX A: Stirling Written/On-line Survey Results

## What types of housing should be developed in Stirling?

	Response
Townhouses	24%
Luxury apartment buildings, 2 to 4 stories	4%
Apartments or lofts above stores or offices	21%
A combination of all of the above	40%
Don't know or no opinion	10%



# APPENDIX A: Stirling Written/On-line Survey Results

## Are there any safety concerns along Main Avenue in Stirling? If so, what?

- No
- It floods and will always flood until the river is cleaned out. I walk the river quite often and there is so much debris and fallen trees that block the flow of the river.
- Traffic
- Yes. Traffic. No housing development should be done on Main Street
- Abandon houses. Also there is a yellow house on Main Street/Mercer who keeps garbage, old car, etc on the side of his house and in the backyard. It's an eyesore and neighbors experience flies, mosquitoes, and smells from that property. Owners shouldn't be allowed to live like that in town.
- No
- Seems perfectly safe
- The main concern right now are the buses that are ignoring the speed limit all weekend.
- The only concern I had was when the sidewalks were being repaired. The sidewalks in both sides of the street were closed at the same time. Forcing pedestrians to walk on the road. The portion of the road in front of Saint Vincent's church is the most dangerous spot since it has low visibility because of the curviness of the road.  
In the future, have the contractor repair one side at the time to allow pedestrians the ability to walk on a side is the sidewalk.
- Slightly difficult to see to the left when pulling out of RR Ave. at the stop sign between the S. Hotel when cars are parked along the street.
- Drivers do not respect pedestrian crossings.
- No safety concerns- good lighting, sidewalks are wide. Train is not elevated but that will never happen and tracks are clearly marked and crossing has good visibility
- Not that I'm aware of
- Ensure sidewalks on both sides
- Patrons looking for parking on Friday and Saturday nights.
- Traffic for restaurants/pedestrian safety.
- Increased traffic/crime
- Any development should account for walkability throughout the zone. This will necessitate adequate walkways and paths as well as designated parking areas to account for increased vehicle density in the area.

# APPENDIX A: Stirling Written/On-line Survey Results

## Are there any safety concerns along Main Avenue in Stirling? If so, what?

- it's very scary walking at night from the train there is no presence of people, police or much traffic. if redeveloped that will change and perhaps main street will become more alive
- Not safety issues but we need to fill the empty doctor's office and the house next to milk money, clean it up desperately, it looks desolate.
- None. The problem in Stirling is Valley Road not Main Ave.
- Few sidewalks for pedestrians
- Pedestrians. Side street cars pulling out onto Main, view of oncoming traffic.
- I really do not want low income housing in the area. We have enough foreclosures right now to drag down housing prices and I do not think low income housing would help this issue. Also there are not a lot of work options locally and the train is too expensive for low income families to sustain.
- Speeding buses
- Traffic
- Hard to see oncoming traffic from side streets
- Train crossing
- No. Regarding development I would like to see more business and no additional housing.
- Stirling Hotel traffic at night.
- No
- None
- Train convince brings undesirable and increased crime concern.
- No parking when Stirling Hotel is busy
- Not at present unless the police department has some info. More development will require more parking and traffic management.
- On-street parking with people entering and exiting cars, cars going too fast.

# APPENDIX A: Stirling Written/On-line Survey Results

## Are there any safety concerns along Main Avenue in Stirling? If so, what?

- Concerned about traffic flow
- I would say sidewalks but I think that has been addressed.
- The intersection by union and somerset are rife with careless drivers who make left and often confused
- Depends, your question around housing. I did not answer because, I would choose luxury apartments above stores to promote a certain type of resident. Similar to Morristown.
- Not enough bike racks
- No
- Parking for the Stirling Hotel is out of control. People driving and searching for parking makes it unsafe to be crassing roads and walking up and down Railroad Ave.
- People crossing streets, on street parking
- The only options in this survey are for development or don't know/no opinion. There is not an alternative presented besides development which makes this survey very slanted and obviously put forth by those who are developers. Development can be done well like Cranford South Ave. or Bad like Westfield South Ave. It's very important that if we are increasing traffic in our area and classroom size, that along with that we get some really fantastic amenities. That's not offices, and it's not lame stores that can't stay open.
- Cars speed on main avenue!
- I live on Central ave. I walk down Main every day. The biggest safety concern for me is people who do not check the crosswalk before they turn. I've nearly been hit several times. The intersection of Elm and Central is the worst.
- Cross-walks, sidewalks, speed limit, street parking (provide off-site parking) and encourage development off off-street parking behind businesses.
- No
- Limit traffic lights, restrict different blocks to main street for better traffic flows. Design a downtown district with some of the greenspace on the north side of Valley Rd. developed with a mix of shops, restaurants (smaller ones, NOT big chains!) and residential above!
- Number of transient renters, versus owner-occupied homes



# APPENDIX A: Stirling Written/On-line Survey Results

**Please rank the downtown components listed below in order of importance.**

	Average Rank
Dining	1
Shopping	2
Walkability	3
Entertainment	4
Access to Convenience Services	5
Streetscape/Aesthetics	6
Traffic Management	7
Bikeability	8
Special Events	9
Parks/Recreation	10

# APPENDIX A: Stirling Written/On-line Survey Results

**Please rank the potential design elements in order of importance.**

	Average Rank
Streetlights	1
Plantings	2
Improved Sidewalks	3
Benches	4
Increased Public Parking	5
Accent Pavers	6
Trash Cans	7
Recycling Bins	8
Bike Racks	9

# APPENDIX A: Stirling Written/On-line Survey Results

**In 10 years, Stirling has the potential to be a very dynamic and interesting place to live.**

Strongly Agree	35%
Agree	36%
Neutral	20%
Disagree	7%
Strongly Disagree	2%



# APPENDIX A: Stirling Written/On-line Survey Results

## Please write additional comments below:

- 1 . The main need for re-development is on Valley Road between the Main Avenue light and the First Aid Squad Building in Gillette.
- 2 . Why 10 years? Long Hill Township government is too slow. Make it five years Main Ave will be improved. Do something different then the slow moving government that LH is known for.
- 3 . Personally I love the small town feel of Stirling. Clean up the abandoned homes and buildings and address the flooding issues so people will want to have their homes and businesses there.
- 4 . Have a comprehensive plan in place and not just a multitude of one off construction projects.
- 5 . I would like to see more specialty shops. Ice cream shop and eateries.
- 6 . Staples such as Milk Money, Dessert Ladies and the restaurant need to stay. We came from Cranford and Westfield. Both towns had a wonderful downtown with great events. Sherri Cronin of Westfield downtown works diligently to not only plan events but also restore historical areas downtown. I would strongly suggest consulting with Sherri.
- 7 . No need for a commercial corridor here. A few shops are consistent with the small town feel. Leave the shops on Valley Road and keep the "interior" of Stirling quiet and neighbor-focused.
- 8 . When will the pizza store open? Sushi, yogurt/ice cream, dry cleaners, bagels, Raman noodle restaurant. Love Stirling Hotel, Love Biagios, love children's store.
- 9 . I would much rather see the area in valley road be cleaned up / developed. It looks awful down there by the deserted thermoplastics. This is in way more dire need of development than sprucing up Main Street!
- 10 . Any redevelopment throughout Long Hill should be strictly a traditional feel. Like that of finely ave in basking ridge, low no more then 2 stories, small, quaint, low density...traditional. NOT the garbage that has been proposed for the Millington Village. Those who move into the housing should be owners so they have skin in the township. This development should not dramatically change the character of the make up of the people who live here. We all moved here for the higher quality housing, schools and people.
- 11 . Ice cream shop, more restaurants, move stirling post office to Main Street .

# APPENDIX A: Stirling Written/On-line Survey Results

## Please write additional comments below:

12 . We love living in Stirling. The town does a great job making it's residents feel safe. There is room for improvement in the towns aesthetics. It is an important part of our town as it provides the first impression to visitors and future residences. Adding and fixing existing sidewalks as well as maintaining the roads is important. The swinging lake can be cleaned up more. While it is one of my favorite things about Stirling, the lake water looks dirty during the swimming season. And it becomes a less desirable place for my family to spend the hot summer days. One of the major improvements needed for the town is the train system. The train system should be reliable in order to attract and maintain residences who work in NY. While this is an NJ transit issue the town should engage in conversation with NJ transit to improve the rail system and reduce train cancellations and provide de bus personnel with knowledge of the bus route. While emergency shot down are understandable, train cancelation due to low usage is not. Valley Road by the recycling center needs a major clean up and rebumping

13 . Having the post office on Main Street could be symbolic.

14 . Why in the question above "What type of housing should be developed in Stirling?" - why does only the "Luxury apartment building, 2 to 4 stories" contain a story number? I would like to see "luxury apartments or town homes" but dont want 4 stories. There are "luxury" town homes being built in Warren which are only 2.5 stories. Should just be a question on stories. And the question below is poor and provides a false choice in my opinion - Development does "NOT" stabilize property taxes. No place in NJ has "stabilized" property taxes - how about some farm fields - they require no services and have no kids in school. And if we discourage development in Stirling why do we have to rely on increased property taxes? Its a false statement- choice. In order to maintain quality public services in Long Hill the Township: Discourage development in areas like Stirling and rely on increased property taxes Encourage new development to help stabilize property taxes Don't know or no opinion

15 . My husband and I have only been in Long Hill for two years and have a young son. We hope to make the township our long-term home, and a more developed Stirling would highly encourage us to do that. Our biggest concern is wanting to make sure that the small-town charm and quaint feel of Stirling remains the same and that the town does not become too city-like.

# APPENDIX A: Stirling Written/On-line Survey Results

**Please write additional comments below:**

16 . The downtown area of Stirling currently provides housing options for some of Long Hill's lower income residents. In developing the area, housing for these residents must be taken into account to assure that they are not pushed out of the community to make way for expensive housing and gentrification.

17 . Additional dine-in restaurants; ice cream; clothing retailer

18 . local crafts, more eating options that include liquor,

19 . Valley Road west of shop rite is an eyesore and is in serious need of redevelopment. It amazes me that this survey talks more about main avenue and doesn't even mention valley road. At the very least the buildings there, which look they've been condemned, should be torn down.

20 . I really think we could use a dollar store. Book store like the one that used to be in Valley Mall. 5 & 10 like we used to have in Meyers ville where casa Maya is now. A building really dedicated to the past of Long Hill. Put up a place that has old pictures and show off our history of police, volneys, people who have contributed like Joseph nowak, who lived his whole life in this town, was a police officer, bus driver as well as Ralston, hurlock, Kohler, Armenti and so many more. Let the past shine through stories and such from their children and people they touched along the way. So many new folks coming in, we need to do window decals on cars again, say it's ok to be proud to be a local!!!! Make sure they display them the right way, so many decals I saw were upside down, really? Don't know the shape of your own township? Make t-shirts that have I'm a local, LHT!!! Just to name a few things.

21 . Main Ave is fine the way it is! It's too late to turn it back into what it's was 44 years ago. The community does not support small mom and pop businesses. If you put back stores, they will be left empty, forcing owners to convert them to residences in order to rent them.

22 . Unique shops. No big name chain stores.

23 . Higher end stores and specialty boutiques that are locally owned. No chain stores please

24 . Leave it the way it is. Definitely no banks, drug stores or chain stores.

# APPENDIX A: Stirling Written/On-line Survey Results

## Please write additional comments below:

- 25 . Keep a rural/natural feel to the downtown, emphasizing outdoor recreation connecting downtown Stirling to bike/walking trails to connect Gillette side of town to Stirling. Natural playscapes and playgrounds and other gathering places (water fountains, gazebos, small secret gardens, etc). Use our Great Swamp identity to make the downtown be a place to gather which will attract businesses (ice cream, cafes, tea shop, small retail, restaurants, etc). Keep more of a small town feel, not a big downtown city feel. There is so much we can do to increase the quality of life for residents and increase our tax base without damaging our rural small town feel. It's possible.
- 26 . More little stores, coffee shop, bakery, cheese & wine store, produce market, restaurants, benches for sitting, places to hang out for kids & adults.
- 27 . With the mess and discombobulation that followed the removal of mature trees, the "gas light" effect right next to telephone and power poles, and the added expense of the evaluation to determine the effects of the new street lights on the residential portion of the that area, I do not trust any judgement coming from City Hall. As far as maintaining quality public services, please learn how to stop spending money. And the question regarding the type of housing only catered to what is already desired by the leadership. How about single family homes as a choice? Also
- 28 . Would like to see more dining options and less low income housing.
- 29 . Would love to see a coffee shop, ice cream shop, a wood oven pizza place. I take issue with two of your survey questions: Your question "In order to maintain quality public services in Long Hill the Township:" assumes that increasing property taxes and property development are the only two options. Next time, please consider including more options or provide an area for suggestions. Your question, "What type of housing should be developed in Stirling?" assumes that we need development in Stirling and gives the impression that you have already decided to develop Stirling. Property development is not the only solution. Please consider and provide the public other options.
- 30 . Downtown could use a new mix of retail stores, new restaurants, luxury apts/townhouses close to train, and a more traditional downtown feel (e.g., nice street lights, signs, sidewalks).



# APPENDIX A: Stirling Written/On-line Survey Results

## Please write additional comments below:

31 . In my opinion if you do not bring up the school district. You need to advertise all the great things our schools could be doing. No one is going to come here and shop but the locals. The locals will only shop so much. I am always here never heard of long hill where is that. It be great to get some shops and fix up the Stirling area and other retail places. But if you can't get new families to move here for the schools then you are wasting your time and our tax money. Face the facts it takes months if not years to sell homes. While other towns next door sell in a month or 3 people only move to towns for the school. Bring the schools up new money will come and spend in the town. This is just my opinion since I have lived in 3 different states. One state was a brand new town and now since they have the top schools. The house of market has into dropped the stores are thriving and the community is one. Thanks hopefully you will consider and do some more research.

32 . Add:

Fitness studio - barre/pilates/TRX

Beauty salon/nails/massage

Mexican food

Sushi

Keep:

Definitely Biagio's

33 . NO chain businesses, i.e. Starbucks, Dunkin' Donuts, McDonalds, etc. keep bakery, small luncheon cafes. would like good Asian restaurant.

34 . Keep the dining options, perhaps expand dining.

35 . I see Main Ave as potentially being a very nice and quaint destination for a night out (eating). Not so much as a shopping destination.

36 . None...like it just the way it is...More stores, low laborers, more crime increased police required. MORE traffic, speeding

37 . Small boutique type shops .

38 . Brewery, small convenience store, gift shop (like Hallmark), another restaurant or two, a gym with a pool and yoga/spinning

# APPENDIX A: Stirling Written/On-line Survey Results

**Please write additional comments below:**

39 . boutiques, gift shops

40 . Cafe/sandwich shop, affordable hair salon, Japanese restaurant,

41 . ANYTHING!!!! Long Hill in General looks so sad.

42 . Would like more shopping opportunities, but prefer local businesses to chains.

43 . This survey feels like you have an agenda to change the town rather than maintain its current identity. That identity is why my family and I moved here and why we stay. I do not want to see the town get bigger. You also didn't provide any non-growth options for "In order to maintain quality public services in Long Hill the Township" so I gave no opinion, which is not true, just the least offensive of the lot. If we can't afford what we are doing at our current level of property taxes, we're doing something very wrong. I'd rather see a focus on what we can do to keep costs in line rather than keep trying to find more money. Would you trust a contractor who kept increasing their costs while working on your kitchen? That's how this feels.

44 . The above questions are biased. What type of housing? The existing housing. Stirling could use some commercial modernizing and upkeep but not increased residential capacity. The town should create better opportunities for small business on Main Street, not townhouses. Valley Road already is overcrowded. Restaurants, retail shops, like a lower key Summit, walkable from the train station, are preferable. Create more attached, 1-2 story, commercial units on Main, and additional parking (although I'm not sure where; behind the units?). Warren Avenue and Poplar may be useable for commercial and parking development as well. Not more housing. Also, encourage biking to and in town.

45 . Ice cream cute cafe like Basking Ridge has Or warren or summit has

46 . We need high quality restaurants NOT fast food and do not want to see apartment buildings or townhouses

47 . We need an ice cream store and a book store. Keep all existing business and do what you can to help the pizza shop. What is the hold up there??

48 . I think the downtown has a lot of potential to be developed. Long Hill residents should be allowed to buy properties on a lottery basis to own to rent in the new development - this will make more people invest in the downtown area.

# APPENDIX A: Stirling Written/On-line Survey Results

**Please write additional comments below:**

- 49 . You need to develop with a goal to a mission, do not develop with the sole purpose to lower taxes. Only eateries and small offices can make it in main ave. Add luxury apartments and small office space above the eateries. Make downtown look great...People know the Stirling hotel . Young professionals will buy or rent the apartments and help support the local eateries along with the office workers. Others in surrounding town already come to the hotel, they will also try a new restaurant. Only quality places will do well, look at how many places were in Baigo's space, the others failed, they did not ... because they are quality and grew organically. People like going there. Quality eateries, young professionals , small offices and great looking street, will work. anything else will not.... Quality only....
- 50 . Maybe a craft brewery in the Thermoplastics location?
- 51 . Keeping small businesses in town so local people can actually buy basics not have to drive long-distance is to get things that they need
- 52 . Diverse dining
- 53 . I'd love an ice cream shop or gelateria with coffee! Also, wood or coal fired pizza
- 54 . I'd like to see restaurants, household stores, coffee shop, clothing store, art shop- painting, pottery etc.
- 55 . Make Stirling more like Basking Ridge. Allowing businesses to put up tasteful and not overwhelming signage.
- 56 . small boutique, small non-chain restaurants

# APPENDIX A: Stirling Written/On-line Survey Results

## Please write additional comments below:

57 . A local coffee shop like Rockin Joes or Track 5. A small indoor/outdoor community center with board games, rock climbing, ping pong, basketball, exercise room, virtual reality golf. Like the new outdoor "The Grove" in Berkely Heights office complex with an indoor winter component for the community to enjoy. Mini-golf. Restaurant selection in our area is really horrible. We get tired of eating out at the same 3 places. A cafe as Panera in Gillette is so crowded it's rough going there, can't find a seat anymore, so Cafe would do well with indoor and outdoor seating. And a good burger joint like 5 guys/smash burger or chick-fil-a, no liquor stores please, a book store/cafe would be nice. Something with internet. A place to work on laptop and get a snack and a drink is smart. Like a shared office space that they are doing all over NYC now. You buy a monthly membership and can use it. I think the main problem with Stirling is that you don't want to stop. There are stores you may look into if you were walking up it is a drive through feeling as I never see parking so I just keep going. The Stirling Hotel has done a good job at providing a destination with games, activities, great food, fun, and events. It's just no one knows about it. I lived here 4 year before I realized it would be a good place to eat and that there was more than meets the eye on the storefront that I thought was just a bar. Stirling has a dead town feel. It feels like it is lower class, dead, and it's a bit depressing. The cute cupcake shop was a sparkle in Stirlings eye but something about feeling like I was not sure where to park caused me to not go there unless I was on foot in the town. I like the thrift store as well. It's always good to have a good thrift store, but ours should be more like Progress Thrift in Garwood that has a SOHO feel or Augusta May in Cranford that has a fun hipster/cool mom feel. The one there now is just dated and sad. Flowers make every town jump up and get noticed. It makes you want to stop and stroll. Flowers, flowers, flowers. Maybe a fountain area. The train and the lake is a big plus for Stirling. If they were to make sure that is connectable with a walking path to everything else in a simple way. That would be smart.

58 . I love Stirling! Let's make it great again!!!

59 . As a business owner, it would be great to have similar store signs by the street. Some people who pass don't even know there are shops there. Help give it a downtown feel!

60 . Favor smaller boutique shops (e.g. mom & pop places) over chains (e.g. banks, pharmacies, chain restaurants).



# APPENDIX A: Stirling Written/On-line Survey Results

## Please write additional comments below:

61 . Give incentives to update the facades of buildings and possibly make them more cohesive. Have a theme for a look you want. Rip down the buildings that are falling apart and are an eye sore like the ones on Valley Rd near Main Steet. It will improve the aesthetics of the town and ultimately improve property values. It will make it a nicer place to live and/or buy /invest in the town.

62 . Need more restaurants

63 . Any re-development in Stirling should take place on Valley Road not on Main Ave. Main Ave should maintain it's quiet character.

64 . We need to be less restrictive of businesses. I would love to see a place that teaches art and sells art supplies. Maybe a ceramics studio, stained glass, painting or anything. But this town is so crazy restrictive, I doubt we'd allow a ceramics kiln. More restaurants would be nice, but we restrict the liquor licenses. It would be great if there were more shops that are open to the public.

65 . Stores: Non-chain semi-privately owned hardware and general stores. Remove/reduce convenience stores in Millington. Restaurants: Non-chain specialty restaurants, casual family dining. Outdoor seating in an open-space pavilion setting. Merchandise: Non-chain privately owned clothing boutiques.

Additionally: Being able to walk out of the train station and walk into a pavilion with shopping and dining would be very attractive.

66 . Clothing boutiques, bookstore, movie theatre, flowers, jewelry, shoes. Stores that are an alternative to TJ Maxx and Famous Footwear.

67 . Stirling has potential but people in this area need to open up and allow for responsible growth. Staying that we don't want to "ruin the small town feel" will do nothing except make this a town that people drive through to get somewhere else. Some new shops and places to eat, accessed once we have been able to park our car, would create a nice village and create a nice small town center as already exists in many places around us. As it exists, there are a few places but they are spread out, parking is limited, and nobody gathers or shops from store to store. Also need to seriously address the abandoned factory on Valley road in Stirling, it is an eyesore and a major opportunity to create something to catch the eyes of passing motorists, the entrance to a "stirling village" along Main Street.

# APPENDIX A: Stirling Written/On-line Survey Results

**Please write additional comments below:**

68 . Stirling is quaint and lovely. We like the rural feel of it, but it can really use several more storefronts to attract visitors. How about a breakfast place? There is not a good Mom & Pop place around other than the diner.

69 . Your survey didn't allow for the option in the relevant questions, but as much as I want the downtown area redeveloped and refreshed, I would prefer for there to be as little additional housing as possible. I think many residents feel the same way, and that should be something to consider. I'm happy to have new stores, renewed sidewalks and aesthetics to make the area a draw for consumers, but I do NOT want increased 24/7 traffic from a massive influx of new residents.

70 . Main street should have stores with residential spaces above and parking. Eateries will be important to keeping foot traffic - ice cream parlor, deli, etc. Please try to stay away from big chain stores - let them go. Keep smaller businesses for a more downtown flavor.

71 . We need to explore more parking for main Ave. & cleaning up that eye sore on valley road

72 . Along the Main Avenue frontage from Railroad Avenue to Union Avenue, raze all existing residential buildings, especially blighted multi-family structures. There is nothing genuinely historic worth saving along this stretch. Promote mixed-use development (first floor high class retail and second and third floor luxury residential) transit-oriented development. Promote the transit-oriented nature of this area - discourage family unit residential to avoid more schoolchildren and associated property tax burden.

# **APPENDIX B**

## **Millington Public Meeting Detailed Public Feedback Data**

# APPENDIX A: Millington SWOT Analysis

## Strengths

- Large lots
- Quiet neighborhoods
- Unspoiled natural beauty
- Love ecology of area “wicsuite[?] trees”
- Train service - when it works
- Semi-rural
- Town within walking distance
- Train within walking distance
- Small town feel
- Train
- Trees
- Small post office, fire dept.
- Nice environment
- Sidewalks
- Low traffic
- Tree-lined streets
- Schools program for kids!
- Beautiful town in a township with high taxes

## Weaknesses

- Traffic
- Millington is a cul-de-sac, not good for commercial
- No walking scale, connectivity to other downtown districts
- Flooding
- Open communication scam less is needed
- Developers
- Town committee not listening to voters/residents
- No stores! We cannot support what we have. Lots of empty stores
- Lack of road shoulders on Long Hill Road
- Eyesores like TIFA
- Traffic control
- In need of more walking or biking space on main roads
- Right now, there is no “village” of Millington. No place for people to gather and interact as a community
- Poor Valley Road maintenance



# APPENDIX A: Millington SWOT Analysis

## Opportunities

- Adding park land within the town
- Why do we need to trend?
- Build only affordable housing units
- If you can't afford it sorry move
- Train station
- Low-income housing
- Train station
- Unique historical buildings - make it a draw, not an ant hill!
- Senior housing
- If need COAH housing, make it senior

## Threats

- Traffic is a huge problem. Current plans may make that worse.
- Over building
- Digging on super fund site
- Housing is expensive
- People moving out due to cost
- Infrastructure overload, traffic, schools, costs > revenue
- Losing a nice place to live with small town feel
- Death of small retail
- Traffic
- There is really one road in and out of Millington Division Ave. This development will be a nightmare
- Aging population
- No strong neighborhood based commercial strength
- Probable flooding at the Millington Gorge
- Allowing outside developers to decide on zoning/density/master plan

# APPENDIX A: Millington engagement board

## Why do you live in or visit Millington?

- My wife made me
- Because we love low density living
- Village charm
- Quiet
- Solace
- Walkable
- Schools
- It's a wonderful town
- This is where we raised our four children - certainly loved it in the past. Now??
- Quiet
- Big trees
- Semi-rural
- Low density
- It's a wonderful town
- Residential
- Peaceful
- Mixture of nature and community (even though the river floods)
- Like it the way it is, been here 45 years
- It's a great place full of wonderful people - with one or two exceptions
- Neat town to walk - before I lived here (over 40 years ago) I wanted to live here
- Not many commercial properties
- Fairly large lots

# APPENDIX A: Millington engagement board

## What do you want to see more of in Millington?

- Upgrading of commercial buildings on Valley Road
- Less traffic
- Reasonable small town development
- Nearby/usable parks
- Not high density
- Too much of the town is an eye sore!
- Nothing
- More recreational area
- Better traffic flow
- Involving residents/taxpayers/voters
- Restaurant/tavern
- More use of historical buildings as community space
- Village scale
- Commercial uses that meet neighborhood needs
- Population freeze

# APPENDIX B: Millington Written/On-line Survey Results

## What is your annual household income?

\$150,000+	66%
\$100,000-\$150,000	22%
\$75,000-\$100,000	5%
\$50,000-\$75,000	5%
Under \$50,000	1%



# APPENDIX B: Millington Written/On-line Survey Results

## When you come to Millington, what is your main reason?

Live in Millington	69%
Work in Millington	1%
Shop in Millington	1%
Eat in Millington	5%
Entertainment	2%
Professional Service	5%
Commute to train station	1%
Other	18%

“Other” specified: Historic neighborhood quaint rural character – Passaic River; Drive through and get Chinese food; Passing through; Visit friends; Don’t go to Millington; Bank; Visit people; Live and commute to train station; Passing by; Bank; Visit friends; Only drive through on my commute to work; No reason to go to Millington – other than to visit friends who live there; Child goes to school in Millington; Visit friends; Nothing; Drive through to get someplace else; School for kids; School, shop, eat, walk

## APPENDIX B: Millington Written/On-line Survey Results

**In the past 10 years, the area around the train station in Millington has:**

Become more of a place I want to visit	5%
Become less of a place I want to visit	19%
Has remained the same	67%
Don't know or no opinion	9%

# APPENDIX B: Millington Written/On-line Survey Results

**Please rank the downtown components listed below in order of importance.**

	Average Rank
Dining	1
Walkability	2
Access to Convenience Services	3
Shopping	4
Streetscape/Aesthetics	5
Traffic Management	6
Bikeability	7
Parks/Recreation	8
Entertainment	9
Special Events	10

# APPENDIX B: Millington Written/On-line Survey Results

**Please rank the potential design elements in order of importance.**

	Average Rank
Plantings	1
Streetlights	2
Improved Sidewalks	3
Benches	4
Accent Pavers	5
Trash Cans	6
Recycling Bins	7
Increased Public Parking	8
Bike Racks	9

# APPENDIX B: Millington Written/On-line Survey Results

## What types of stores, restaurants, and merchandise would you like to see?

- 1 . What we have is fine there now. Not interested in expanded business in a residential area of our town.
- 2 . Sit down and dine in restaurants and some shops would be so nice in Millington. Clothing , you, books. I think a nice coffee shop would be a really good.
- 3 . I don't go to Millington much.
- 4 . low key, small retail shops, family owned
- 5 . Cafes, coffee houses, ice cream shops, places for kids to play and hang out, areas for families to recreate, no big commercial type stores, small interesting shops, antique stores, great swamp satellite gift shop, book store, record/music store, also places to do things- craft/pottery, glassworks, painting, ballroom/swing dance lessons, escape room, mini museum detailing area or local historical people or interests (Leo the Lion), etc
- 6 . We need some place to go to dinner in TOWN!!!  
No chains just mom and pop places
- 7 . Minimal as we dont need another strip mall or multipule stores given we have valley road less than 5 minutes away.  
We really dont "need" any additional stores, restaurants, merchandise
- 8 . Would like to see a pedestrian shopping mall. Similar to The Village commercial area next to Bridgewater Commons mall.
- 9 . I don't think Millington necessarily needs more stores or restaurants
- 10 . I wouldn't like to see anything additional. The reason we love Millington is for its small town charm.. All the stores and shopping are located close enough.
- 11 . Fine dining
- 12 . The stores and restaurants in Stirling and Gillette are sufficient.
- 13 . NOT the NUMBER of housing units being shoved down our throats. This has NOTHING to do with low income but rather the NUMBER of units being discussed. Put a few restaurants there instead.
- 14 . High quality restaurants NOT fast food
- 15 . Cafes, specialty shops, not chain stores
- 16 . Small walkable shops and/or apartments. NOT a strip mall.
- 17 . None. It's a great place to live just the way it is. As a resident, I don't need any additional traffic. Stores in Stirling and Gillette are close enough and still contribute to the ratables of Long Hill.
- 18 . high end dining; bakery; no chain or 'big box' stores; no tattoo parlors, no adult product stores
- 19 . Independent businesses
- 20 . None

# APPENDIX B: Millington Written/On-line Survey Results

## What types of stores, restaurants, and merchandise would you like to see?

21 . Stores that promote family and community gathering:

Ice cream shop

Coffee shop

Small BYO chef owned restaurant, not a chain

22 . Ones that stay with the town feel not big box stores or a string of chains

23 . Ice cream shop

Small business full service restaurant

Small business clothing store

Small business craft/hobby shop

Small movie theater

24 . Casual family style restaurants as well as fine dining options would be nice additions. Would prefer NOT to have large chain type shopping stores in the area.

25 . Restaurants - pizza, Italian, deli, Chinese, cafe

26 . Chinese food, casual dining for family (think friendlies) take out/delivery and casual dining Mexican, spa, deli, farmers markets on weekends

Coffee shop, day care center florist

27 . I

28 . ANYTHING . There currently isn't a "downtown Millington". Get me an ice cream shop, coffee house, etc.

29 . "Mom and pop," non-franchise, perhaps more of other ethnicities (Latin, Indian, Vietnamese, Japanese, sit down Chinese, etc.), a place that can have live music, a butcher.

30 . Small restaurants (Italian, Thai, Indian, Vegan Food)

31 . Nice boutiques seafood restaurant ice cream store quaint cafe with outdoor dining

32 . I love Millington the way it is. I would not like any additional stores/shops in the area.

33 . coffee shops, small stores

34 . Small businesses, one convenience store, cafes, coffee shop, pub with live entertainment

35 . More family-friendly restaurants and support services. Besides the Stirling Diner and the always-packed Stirling Hotel, there are very few options for taking younger kids out to eat in Long Hill Township. Perhaps an indoor playspace or gym for kids or a movie theater like the Bernardsville Cinema?



# APPENDIX B: Millington Written/On-line Survey Results

## What types of stores, restaurants, and merchandise would you like to see?

36 . Boutique women's fashion, high end bakery, Vegan/healthy restaurants, soulcycle, gift shops, great coffee shop like the one at Liberty Cycle - How come we don't have a good coffee shops in our entire town like the ones at Summit? We need a place for kids to hang out!!!

37 . Healthy food restaurant vegetarian more places for dinner

38 . Casual restaurants, a sports store, coffee shop boutique, gift shop

39 . Variety of moderate priced restaurants

40 . Nothing

There's plenty of shopping in Gillette and many of those stores are empty. If a major shopping mall can't fill locations, how would one expect to have the volume of people needed to sustain business of any type?

I've lived here 25 years for a reason. Quaint quiet and peaceful.

41 . Pizza shop

Ice cream shop

42 . Think Summit. Think Westfield. Variety of boutiques, places to eat, nice to walk and windowshop

43 . Retail. Trader Joe's

44 . Great pizza,

45 . Local stores providing services by local people. NO CHAINS!

46 . small non-chain shops

47 . Good Pizza place

48 . Would love to see an ice cream store, a book store (or similar fun shops), and a dry cleaner.

49 . The town can barely support the current business. The survey is flawed because in the questions above the participant is forced to be in favor of something. Therefore, you are able to report that the survey said that x % of participants favored x.

When they really indicated that if all the stupid ideas listed, this is the least stupid.

50 . A gourmet coffee purveyor would make a nice walking/biking destination. There is no place in Millington, other than the train cafe w/ limited hours, where people can hang out. Millington really has nothing to offer teens in the area which is why you don't see any in town! A few destination shops would bring much more interest to the town.

51 . anything but large chains (e.g. pharmacies/banks)

52 . No retail stores. Specialty restaurants only

# APPENDIX B: Millington Written/On-line Survey Results

## What types of stores, restaurants, and merchandise would you like to see?

53 . Dry cleaning

Hair dresser

Bakery

Farmers market

54 . Don't like the idea of having stores but would like a restaurant/bar.

55 . Bar/Grill

56 . Stores: Non-chain semi-privately owned hardware and general stores. Remove/reduce convenience stores in Millington.

Restaurants: Non-chain specialty restaurants, casual family dining. Outdoor seating in an open-space pavilion setting.

Merchandise: Non-chain privately owned clothing boutiques.

Additionally: Being able to walk out of the train station and walk into a pavilion with shopping and dining would be very attractive.

57 . more "mom and pop" type stores - less big chains, just stores in general -- not empty, ugly vacant spots.

58 . None

59 . This is a very limited area as far as business space. I prefer businesses that are able to sustain themselves so there isn't a high turnover/vacancies This is actually more important than what the store is.

60 . I'd prefer NOT to see retail stores or restaurants in Millington, but if the downtown area is developed, I would prefer to see small, non-franchise restaurants with healthy menus and small boutiques carrying higher-end merchandise.

61 . restaurants/coffee/tea/sandwich

small business/office/organicfoods

62 . Too many empty store fronts in LHT overall - why add more

stores of any type when there is a glut of empty stores

already - does not make sense to add retail space

anywhere in LHT. Please listen !!!!

63 . privately owned, non-chain restaurants and shops.

64 . Decent American cuisine.

65 . Not sure the downtown would support much. Tough location. Dining would be good.

# APPENDIX B: Millington Written/On-line Survey Results

## What types of stores, restaurants, and merchandise would you like to see?

66 . restaurants with food from different part of the world should be encouraged. Something more that pizza and Chinese. Nice caffe would be nice here and there but please no Dubkin donuts, dominos, subways McDonald's, burger kings etc. ice cream please would be great. Shopping- I would say higher end stuff would fit well. Perhaps a fitness club? Also, would be good to have a nice store like Barth's meet market in New Providence. Maybe not the big one they are building now but small one they used to be. I would say look at downtown in Summit, Madison, basking Ridge and Bernardsville and pick what is the best in each, keeping in mind the space we have in Millington.

67 . See my Stirling survey.

68 . Would love a pizza place back in town. Other than that, our little town is perfect for me!

69 . Small brewery, upscale coffee shop (NOT Starbucks), varied restaurants (Mexican, BBQ, Italian, mix of casual and finer sit-down restaurants).

70 . Upgraded convenience store- dean and dluca

71 . Something that will remain in business & not be empty storefronts

72 . More restaurant's

73 . Westfield downtown type of stores.

74 . Upscale, kid friendly , Westfield type of downtown feel.

75 . bars & restaurants

76 . High end.

77 . American Pub;

# APPENDIX B: Millington Written/On-line Survey Results

## What types of stores, restaurants, and merchandise would you like to see?

- -Check out Riverwalk on Mt. Airy; Small food stores; barber shops; gym, etc.; restaurants (BYOB); liquor store; service uses; Love to have a sports bar if there could be another liquor license
- Miss the pizza places - I don't see adding more businesses to compete with what is already there - the Valley Rd. corridor is fine for businesses and Stirling is also well established.
- A deli maybe
- Pizzeria
- Stop! We don't want this (nice try on a leading question)
- None - the ones in Gillette and Stirling are already empty
- I do not believe Millington can sustain stores/merchandise, It might support a nice restaurant.
- status quo fine
- Cafe's, bistro, not too high-end eating places, convenience stores
- None. I would like a park.
- bar/tavern type restaurants cafe
- Shops, eating establishments
- Small restaurant
- Art store
- Small restaurant
- No late night stores.
- Bank, doctor's office, things with 9-5 hours
- Retail, fine dining, entertainment.
- Italian restaurant
- Deli

# APPENDIX B: Millington Written/On-line Survey Results

## If you could keep ONE thing the same about Millington, what would it be?

- 1 . Cafe
- 2 . Train, but one that runs on time
- 3 . All of it the way it is. It is a quiet, quaint residential town. That is what is great about it.
- 4 . The trails and paths, it's nice having something so close by.
- 5 . quaint town feel, modernized traditional/historic, quite presence
- 6 . Train station and the train station cafe
- 7 . I love the millington cafe and the train station but the other side of the tracks looks horrible. I would love to have something to walk to.
- 8 . Small town look and feel
- 9 . Millington Train Station and the Station Cafe.
- 10 . To keeps its quiet, semi rural charm.
- 11 . The area around the train station including the Tifa property.
- 12 . Small town nature
- 13 . We love that we feel as though we live in the country, but it's just a short walk / drive to the shops on Valley Road.
- 14 . The fact it is residential suburban— NOT A MINI CITY!!!!
- 15 . Quiet & safe area
- 16 . It's not too congested
- 17 . Train station, post office and bank in central location.
- 18 . Country living at its best.
- 19 . please do not increase traffic and do not add bright lighting;
- 20 . Train station
- 21 . Keep the quite nature of millington
- 22 . The character. The buildings that are here (bank, train station, post office) look like they grew up with our historical town. They are aesthetically appropriate to our town and their height it also appropriate. I don't want anything higher then then bank. I want the growth of our downtown to look like a quaint New England historical town or even similar to finely ave in Basking Ridge. Aesthetics are important. Very important.
- 23 . I love the rural feel with quick access to amenities.
- 24 . Low density population- peace and quiet with semi rural feel!!!
- 25 . I love being able to bike to the downtown Millington with my kids and not have to worry about too much traffic.
- 26 . Small, safe and friendly town

# APPENDIX B: Millington Written/On-line Survey Results

## If you could keep ONE thing the same about Millington, what would it be?

- 27 . The low density, no transit villages, no large scale rental properties
- 28 . Small town charm. The look of the bank and the auto body shop are very appealing if you could make it more consistently charming it would be great
- 29 . Nice neighborhoods, good people.
- 30 . It's quaint and quiet, not congested. There's no big condo/townhouse development . . . Ahem.
- 31 . Small town, no traffic, quiet neighborhood
- 32 . Train access  
Neighborhood is pretty
- 33 . I love the look of Millington Bank. I love the quietness of Millington. It's a very easy place to walk. I would not like any more traffic.
- 34 . Village atmosphere
- 35 . Millington Cafe
- 36 . It's a secret jewel. Quiet, but central to everything. Easy o get out and around.
- 37 . The train station Café and small-town feel.
- 38 . Create an oasis in the midst of all its bountiful natural beauty; we need eclectic variety of shops in our downtown
- 39 . The greenary
- 40 . Millington station cafe & country farms, everything else looks abandoned
- 41 . Train Station area
- 42 . Quaint residential setting
- 43 . It's quiet! That's why we moved here. But a cute small downtown for its residents would be nice
- 44 . Nothing
- 45 . Quaint small town feel. Millington cafe
- 46 . Quaint
- 47 . The quaintness of the town. Just want to see more opportunities for businesses.
- 48 . small town atmosphere
- 49 . The quaintness
- 50 . I like that the buildings (train station, post office/archetect office, the bank, the Chinese restaurant, Long Hill Auto and the stores next to it, and the Firehouse) have a similar "look" to them. Looks like a cohesive town. The "TIFA" building is ugly and a disgrace. If that area was made to look like the other buildings - shops below and one floor of apartments above - it would be a HUGE improvement, aesthetically and financially to the town.



# APPENDIX B: Millington Written/On-line Survey Results

## If you could keep ONE thing the same about Millington, what would it be?

- 51 . Quiet small town. As much as you keep pushing to ruin it, I will keep pushing to preserve it. Is it time for another ELECTION?
- 52 . The appearance of downtown Millington is very sweet with the train station, the bank, the post office building. I am not sure how much more can be "developed," but it would be nice to keep the quaint appearance. However, I would still take a commercial coffee purveyor, even if the facade didn't blend perfectly!
- 53 . Small town feel
- 54 . Quaintness- very little traffic
- 55 . Residential small town feel
- 56 . Quiet yet convenient for train and 78
- 57 . Nature, no overcrowding
- 58 . Quiet
- 59 . Small-town feel. Being able to walk out of the train station and walk into a bank or post-office.
- 60 . Keep the old fashioned charm
- 61 . Quit town leave as is...not enough area to add homes people & traffic
- 62 . I'd like to see it expand w more sustainable businesses.
- 63 . I love that Millington has maintained its small-town feel.
- 64 . residents
- 65 . population density is very low per acre !!!!!!!!!!!
- 66 . no crowds or traffic issues
- 67 . QUIET!
- 68 . Train station is nice. I would not say there is anything I love amount Millington downtown.
- 69 . The rural feeling.
- 70 . I love the small town community. Keep local small business. No chain stores or restaurants.
- 71 . Small town feel, current traffic level, congestion is not overwhelming.
- 72 . Train station cafe - we sketch , bank , Maryann firehouse
- 73 . Train station
- 74 . Millington needs to evolve totally like basking ridge, Berkeley heights, Chester, Westfield , summit
- 75 . bank and cafe. the rest is an eyesore!
- 76 . The train station cafe is great.

# APPENDIX B: Millington Written/On-line Survey Results

## If you could keep ONE thing the same about Millington, what would it be?

- Small village scale - tree lined streets
- (and historic roots - old buildings and streetscapes)
- I like Millington the way it is - I use the bank, P.O., the small food places - I like the smallness - the train station - the cafe - "Cumbies"
- The quiet
- Perfect the way it is
- Ensure the traffic does not ruin the town center
- Small town feel
- Low density
- country feel
- variety of cultural opportunities
- It's a quiet small town residential feel
- Quiet neighborhood
- Low density
- Leave it alone
- low density
- low traffic, no traffic lights
- Love the size of the town. Would like to see it grow slowly and responsibly both economically and environmentally.
- Village charm/quiet
- Station cafe
- Rural living in natural setting
- Small town feeling
- Small town look
- The bank train station.
- nice architecture of a few buildings. Train station. Millington Bank and Millington Firehouse specifically.

## **APPENDIX B:** Millington Written/On-line Survey Results

### **If you could keep ONE thing the same about Millington, what would it be?**

- The train station
- Rural. I love the small town simpleness of it.
- Quantness
- Small, quaint, quiet
- Semi rural feel.
- I like that it is quiet.
- The way it is.
- Millington Cafe
- Small town feel - not city feel. The fact that you can walk anywhere and the friendliness of the neighbors.

## **APPENDIX B:** Millington Written/On-line Survey Results

**Long Hill is in the process of developing a new Master Plan for the municipality. A Master Plan is a key policy document that guides the vision and direction for the future of a municipality. Did you know that Long Hill was developing a Master Plan document?**

Yes	88%
No	12%

## **APPENDIX B:** Millington Written/On-line Survey Results

**The Master Plan sets a vision and priorities for the future of a municipality. What are the issues and priorities that you care most about as they pertain to Long Hill and Millington? Include as many priorities as you like.**

- 1 . Traffic Managment, beautification, envirnmentally friendly
- 2 . Keeping the residential areas of our town small and quaint without overcrowding our streets and resources like schools, roads, and other infrastructure
- 3 . Building up the downtown, it looks shabby and old, seeing new business and restaurants would attract people like downtown Millburn or Summit where you can take a train ride over and spend the afternoon on a stroll, shopping, getting a good cup of coffee or catching up with friends it having a quick bite to eat.
- 4 . Consistency, some uniformity of store fronts although doesn't have to be exactly the same. Trees lining the main roads. Removal or dressing up of eye sore commercial buildings.
- 5 . - retain the "desirability" of the town
  - improve the roads, paths
  - capitalize on the trees and plantings that exist or replace
  - reduce waste, improve capital management

## APPENDIX B: Millington Written/On-line Survey Results

### What issues/priorities do you care most about as they pertain to Millington? (cont'd)

- 6 . We need to progress and not fight change. We must always work to make it a community that takes quality of life of residents most important. Walkability, bikability is the MOST important. If we did nothing else but create bike/walking trails that connect the township together with gathering places for residents it would be a HUGE win. People need to connect with real people, face to face and that will promote the health and satisfaction of the residents. Working together as a community will happen more smoothly then.
- 7 . maintain small town feel minimize traffic Maintain height restrictions at 2 1/5 stories
- 8 . Need to expand the commercial tax base while balancing density and traffic considerations. Master Plan must maximize the opportunities to create walkable commercial and business districts built in harmony with the surrounding residential areas. Master Plan should maximize use of unused / inefficiently used space in ways that promote growth without overburdening available (and planned) town resources.
- 9 . I and my family would love to see Millington and all of LHT keep its semi rural personality. We certainly have enough well/over developed towns nearby.
- 10 . Density, I do not want to see overcrowding with apartments, because that is the only way a developer can make money.
- 11 . Low density population
- 12 . Extremely high Property taxes Overcrowding Heavy traffic Empty stores Insufficient sewage treatment Increased water pressure needed to accommodate population
- 13 . TRAFFIC Re-zoning to suit the needs of builders pocket books rather than the tax paying residents!  
Effect on traffic, sewers, water levels, future flooding, schools that would be too small, parking for cars NOT on our streets, OVER CROWDING in a suburban residential area
- 14 . Want a safe & quiet town, more restaurants,  
Do not want congestion
- 15 . Valley Road needs a redevelopment plan - as the main corridor of town it is often the first thing people see. It is run down with lots of vacant buildings and run down homes. It needs sidewalks and streetscapes elements. I'd also like to see the town incentivize property owners to rent/sell the vacant parcels in town so they can be better utilized.



## **APPENDIX B: Millington Written/On-line Survey Results**

### **What issues/priorities do you care most about as they pertain to Millington? (cont'd)**

16 . Removal of abandoned buildings- specifically those across from the train station.

17 . Overdevelopment will lead to congestion on roadways already very busy. It will also lead to increased need for town services.

18 . The Millington site is not on a busy 'main road' such as Valley Rd and is surrounded by side streets and residential areas - given this, development at this site may have greater risk to negatively impact the surrounding residential area. Please confirm who can be held accountable and identify a mitigation plan in the event that development results in a negative impact to surrounding properties and property values. Please do not increase traffic. When assessing traffic impact, please compare to the actual current traffic and not to theoretical traffic based on the site's land use allowance. Please do not create a situation where additional lighting is needed. Please do not build densely-spaced buildings (business or residential). Please do not permit increased noise levels. Please do not allow businesses such as tattoo parlors and 'adult product' stores. Please limit the number of convenience and liquor stores in town.

19 . Tifa building needs to be knocked down and attractive town homes or condos built . Stores are not needed because our community has too many empty stores !!!

20 . Density- I do not want massive (100plus) apartment complexes to be built throughout our township. This will irrevocably change the character of our Township. If we have to build low income, build the 54 we are responsible for at the different locations proposed throughout the town or on Valley road.

Aesthetics- meaning building design/height standards, natural planting's, better side walks, green open spaces and playgrounds. Our township has tremendous potential to look so beautiful, well maintained and well thought out. It is missing the mark now and the current train village proposals are a disaster.

Walkability- I would like to see a sidewalk system that connects through out our township that creates a walking path for children who walk to school, for exercise and connectivity through out our township.

21 . Traffic management as congestion of valley and/or long hill road would make commuting difficult. More sidewalks where feasible would also be great.

## **APPENDIX B: Millington Written/On-line Survey Results**

### **What issues/priorities do you care most about as they pertain to Millington? (cont'd)**

22 . No additional housing units in Millington - will place burden on the schools and create traffic congestion which the current roads cannot handle! Too many dilapidated homes in Long Hill especially on Valley Rd which makes our town look haggard- why aren't these taken down??? There should be a left hand turn light at the intersection of Valley and Main Streets (heading east on Valley Rd) as many motorists turning onto Main st. During red light - dangerous especially when pedestrians around there as well!!

23 . Modernize Long Hill and make the downtown areas more attractive with stores, restaurants, bigger sidewalks, benches, etc., which will continue to attract other town residents and make Long Hill more desirable for home buyers.

24 . I see too many run down buildings, too many vacant overpriced retail spaces and not enough recreational space for our children.

25 . Smart redevelopment that keeps the small town feel of Millington/Long Hill and keeps our school system a priority. Do not want redevelopment to put a burden on school system. Also do not want redevelopment to increase traffic flow to the point that our town loses it's quaint and safe environment.

26 . Tifa is unattractive; a mixed use site (dining; shops; residences (higher end) is preferred

27 . Keep the low density. Develop Millington train station as mom and pap stores and a park

28 . Do something about the homes on Main Ave that look terrible. Fine people for the garbage on their lawn

Make play grounds safer by fully enclosing them (Stirling lake park is particularly prone to runaway children which is scary)

Plan for the influx of young families as the boomers move away. We need to plan for the schools.

Traffic safety especially on residential roads. The seeding is out of hand. Recreation areas are always welcome.

29 . Hu

30 . DIVERCITY!!! We lack color in this community. Walking neighborhoods and shops for families. Why are Biagios and the Stirling Hotel the only draws to town?

31 . I would like to see a bit more commercial development but that isn't based on service industries. Small manufacturing, warehousing, small professional offices, things that would create some jobs and tax income but not overcrowding.

## **APPENDIX B:** Millington Written/On-line Survey Results

### **What issues/priorities do you care most about as they pertain to Millington? (cont'd)**

32 . Any new development should always keep in mind that the beauty of Long Hill is the small town. pictures views

33 . Our taxes are ridiculous

We need new people open minded people with more diversity that are willing to have change in Long Hill

Stop making it so hard for existing businesses make it more business friendly no one wants to have to jump through hoops to be able to do things that are good improvements We want a true Main Street in Stirling

Demo Thermo Plastics And Zizzors building it looks like a shithole

34 . Keep the country setting

35 . Getting rid of unsightly abandoned buildings and replacing them with viable small businesses that attract only local traffic.

36 . One of the main things that attracted me to Millington was the fact that it was a quite town with not a lot of traffic. While I think its good to add some additional areas for residents to frequent (e.g., coffee shops, small local eateries, shops) i would like it to not increase the traffic flow as there is only 2 main entry points.

37 . Few traffic lights. Open space,

38 . We are a 2 working-parent household with a young child that just moved to the town a year ago. Prior to moving here, we lived in NYC, Hoboken, Summit, and Jersey City, and were very accustomed to being able to walk or ride bikes to restaurants, public transportation, and recreation spaces. Although we live in a neighborhood off Long Hill Road, we have been concerned at the lack of sidewalks for residents to walk on (and children to bike on) and a lack of shoulders on roads for the slew of cyclists that come through our township.

39 . Sewer, traffic, congestion, not allowing residents to partake in buying of properties. How come we don't have a good coffee shops in our entire town like the ones at Summit? We need a place for kids to hang out!!! Valley mall is becoming a ghost town! I think Gillette will need this soon.

40 . Taxes

## **APPENDIX B: Millington Written/On-line Survey Results**

### **What issues/priorities do you care most about as they pertain to Millington? (cont'd)**

41 . sidewalks and walkability. We should have sidewalks on Long Hill Road. Many of our neighborhoods are isolated because of not enough sidewalks throughout town. We should be investing in solar and sustainable energy on our buildings and any new development. (Pretty ridiculous that the new Walmart did not take advantage of something like this, or town hall or the library.....)

42 . The Millington & Stirling downtowns look like ghost towns. Getting some restaurants and shops would make them seem alive again.

43 . Ability to shop and dine in Long Hill. Bringing business to Long Hill.

44 . I'm concerned by thinking development equates to business when there's clearly not enough volume to sustain it. It will not attract consumers.

The focus should be on services. Our fire dept holds many functions.

Make town more liveable for our seniors by supporting and expanding programs.

Offer more community based events and education ops.

45 . I love the idea of Millington having a nice downtown. But I'd prefer that it is a small downtown that is more for residents of Long a Hill and that won't particularly attract people to come in from other towns. I am concerned that it is becomes too developed, traffic will increase and I feel the charm of Millington is that it is quiet and the only reason to be here is if you live here. I live on the corner of Birchwood and a Division ave. it is already a cut through street. If downtown Millington becomes over developed, I worry that my street will become too busy and cars will speed down it and make it unsafe for my children. Thank you for sending this survey!

46 . Keep the town upscale - but make it affordable for residents as they retire and need affordable housing

47 . Bring in more businesses to lower homeowners property taxes. We will likely have to love as our taxes are \$30,000 a year. Doubt we will ever sell our house with that tax bill.

48 . Not encouraging over development for the sake of financial gain. Keep the town small but allow for businesses to grow and thrive.

49 . limit overdevelopment

## **APPENDIX B: Millington Written/On-line Survey Results**

### **What issues/priorities do you care most about as they pertain to Millington? (cont'd)**

50 . I don't mind if more businesses are opened on Valley Rd. but I think part of the charm of Millington is how quaint it is. I wouldn't want it to change very much. I am against the idea of developing of the land on Division Ave. with condos and apartments.

51 . I think the priority should be to make the town more aesthetically pleasing and less "run down" and "neglected" looking. The empty store fronts and abandoned buildings we have now are an embarrassment.

52 . Quiet small town.

Over the years, the Township has requested this type of input from the residents. The residents have always responded that they like the town as it is today and they generally don't favor much change. However, the Planning Board and Township Committee continues to push for unwanted development. The residents clearly don't want it! Again, do we need another ELECTION?

53 . As a parent, safe walking routes has been a major issue in Long Hill. Families do not get busing if they live too close to a public school, yet there may be NO SAFE ROUTE for their child to walk there. It makes no sense. Creating safe passages for pedestrians throughout Longhill should be a priority - it is in the interest of safety and the environment. It is hypocritical for schools to encourage walking and biking when there is no safe way for kids to do that in their neighborhoods or on the way to school. The township should work to connect neighborhoods by cleared paths, at least, so major, dangerous thoroughfares can be avoided - like Long Hill Road. Also, owners of empty, dilapidated store fronts and businesses should be fined if the appearance does not meet certain standards. We have places in town that make Long Hill look like a blighted municipality, particularly on Valley Road near Central Ave.

54 . Maintain a high quality of life while limiting property tax increases.

Enhance Long Hill's connection to its green spaces and environmental attributes.

Foster the perception of Long Hill being an ideal place to raise a family.

55 . Eliminate the older rundown businesses

56 . I do not want more housing in Millington at the TIFA Building. I do not want the quaintness of the town to disappear. The facade of some of the buildings could use improvement. Give incentives for that and it would improve the visual appeal of the town.

## **APPENDIX B: Millington Written/On-line Survey Results**

### **What issues/priorities do you care most about as they pertain to Millington? (cont'd)**

57 . Improve the aesthetics , especially valley road area near high gear cyclery

58 . Good schools Safety including lighting and traffic Taxes Green space

59 . Restaurant Bar

60 . - Increase out-of-town revenue, as LHT is a thoroughfare town.

- Invite low-density economics for passive businesses, offer long-term and short-term tax breaks.

- Reduce traffic on Valley road. Control better by applying speed-controls using speed-indicating signs, not necessarily additional police enforcement.

- Create a consistent architectural character for downtown areas, very important.

- Encourage businesses to be welcomed to LHT and provide services to support existing businesses so they do not leave town.

61 . More parks, sidewalks, access to get around town...bike paths

62 . Quit town leave as is...not enough area to add homes people & traffic

63 . I would like to see the sewer system brought up to regulation to allow the town to oversee the required COAH built rather than have it be ignored and then let the builders decide who/what will be built. The main area I would like to see improved is Valley Rd Redevelopment one.

64 . Good schools Strong municipal services, including library and outdoor spaces Low property taxes Inclusive community And, as an aside, sidewalks along Long Hill Road and Division Ave for commuters. It is a miracle no one has been injured or killed.

65 . High property taxes Valley Road beautification - eye sore currently Flooding Affordable for first time buyers and retirees.

66 . population density. don't add more retail space - too much surplus retail space and it gives a bad impression already-like businesses are leaving the area.

67 . Address township debt without selling out to large chain retailers, corporations, state mandates for housing that aim to change our political landscape!

68 . Find a way to lower taxes.



## **APPENDIX B: Millington Written/On-line Survey Results**

### **What issues/priorities do you care most about as they pertain to Millington? (cont'd)**

- 69 . Upgrade the sewer system and satisfy our COAH requirements so we don't have builders doing whatever they want.
- 70 . I think we should make sure all Long Hill becomes connected via bike routes and walkways/sidewalks/path trails. Development of areas near train stations in Stirling and Millington is important but I would like to see changes on valey road as both sides of the road between high gear cyclery up to ShopRite are mostly unbearable from the esthetic point of view. I would love to see a recreational area created across from where kings is located. Overall, bikeways, walkways, sidewalks, plus development of areas around train station and on valley road should be priorities.
- 71 . Not enough businesses to help with taxes and to be involved in the community.
- 72 . No big box stores, no heavy traffic patterns, no traffic lights. Let's keep the charm of Millington intact which is exactly why the residents moved to this little corner of Morris Twp.
- 73 . -Maintaining current level of occupancy/population density  
-Not disturbing the quiet "small-town feel" of Millington  
-Not increasing traffic and congestion  
-Revitalize downtown so it can be a community center for current residents  
-Adding high quality business that support the local economy and don't leave us with a slew of unoccupied storefronts
- 74 . Open space , antiquity, historical , green space where tufa is located. , small scale housing - shops. With historical clapboard facades. Fountain and park/ sitting area overlooking Passaic
- 75 . Smart growth, but cleaning up & developing delapidated properties
- 76 . More businesses to bring taxes down , more development to bring younger families
- 77 . High taxes , lower property values compared to neighboring towns . Incourage development to bring young professional families to town being so close to NYC with great transportation available
- 78 . Remove the eyesore known as TIFA. Put in housing with shops.

# APPENDIX B: Millington Written/On-line Survey Results

## What issues/priorities do you care most about as they pertain to Millington? (cont'd)

- Real long range planning that views development in a broad context - not just where do we put what buildings:
- -economic
- -demographic
- -work life style
- -natural
- -others...
- -Changes over the next 20 years means we need to plan a sustainable community with these characteristics
- Traffic, crime, noise, safety
- Very low density
- I want planning that continues to allow input before decisions are made.
- Keeping its suburban rural image
- Keep it rural
- owned property
- semi rural nature
- no stores
- you can have offices
- fitting the roads
- Responsible but gradual developments,
- What direction the township is moving away from the current state of the township.
- Restrict development to most extent possible. No need to over develop. Town has 5 traffic lights that is [illegible]
- To be more honest about policies. No more behind the door decisions. Include the people of the town.
- Remove the Tifa building, Barrett Roofing
- Safety

# APPENDIX B: Millington Written/On-line Survey Results

## What issues/priorities do you care most about as they pertain to Millington? (cont'd)

- Priorities:
- 1. Open space
- 2. Park land
- 3. Small businesses
- 4. Keep our sewer[?] in town control and work on it
- Maintain character
- It needs to remain a desirable place to live. Not overdeveloped. It should be easy on the eye. Steps need to be taken to reduce the tax burden on residents.
- Taxes increasing and becoming much too high population density - should be kept low. Increasing traffic through the "downtown" area and along Long Hill Road between Basking Ridge Road & Central Ave in Stirling
- Maintain this small community feel and appearance
- Keeping it as rural as possible
- Concerns about asbestos and other contamination
- Traffic concerns
- I lived in Millington from 1987-2016. There looks to me as if we had no master plan. Valley Rd. is a mess the area in front of the super site has been an eye sore since I lived on Division Ave from 1987-2000.
- Ruralness
- Small
- Simple
- Not to make it too crowded. We bought here because of open space and no traffic. Please keep it quaint. More storefronts? We already have many empty run down stores!
- Building and density
- Many plans mention retail - LHT already has many vacant retail stores

## **APPENDIX B:** Millington Written/On-line Survey Results

**Do you feel like you have had sufficient opportunity, before today, to give your feedback regarding planning activities in the Township?**

Yes	62%
No	38%